

Vision 2010 Committee

In 2006, Mayor Jay Dean convened a group of 26 Longview citizens to provide recommendations on strategic goals for the Longview community. Below are updates of current progress for the 8 identified strategic goals. For more information about the Vision 2010 committee and specific goals, please view the Vision 2010 Final Report that was drafted at the conclusion of the strategic planning process.

Strategic Goal 1: Develop an indoor multi-purpose center with convention and conference center facilities

City Council authorized funding for the design of the proposed multi-purpose coliseum in April 2007. The design process was placed on hold due to the downturn in the economy. The 2007 Voter-approved Capital Improvement Projects Bond Initiative provided funding for improvements to Maude Cobb Activity Center. The project was completed and the facility was rededicated on March 16, 2009. In addition, several community organizations are conducting performances at the LeTourneau University Belcher Center.

Strategic Goal 2: Create a mechanism/authority to coordinate and facilitate South Longview revitalization

A tax increment reinvestment zone study was completed in April 2008. The zone allows taxes collected in that zone to be reinvested on capital improvements within the zone. The City entered into a long-term lease arrangement with Union Pacific for the Depot property as the site of the future multi-modal center. The City is utilizing 2009 Stimulus Funding to purchase the property currently being leased for Longview Transit thus providing a permanent site directly across from the Depot.

Strategic Goal 3: Create a mechanism/authority to coordinate and facilitate continued downtown revitalization

Longview received designation as a Texas Urban Main Street City in 2007. This program provides assistance with revitalization of the downtown area from the State of Texas. Community Development Block Grant funding has been allocated to be used for façade improvements to buildings in the downtown area. Several activities and events have been added downtown, including Brown Bag Lunch concerts, Artwalk, and Movies on the Plaza. The 2007 Voter-approved Capital Improvement Projects Bond Initiative provided funding to improve municipal parking lots and to reconstruct Fredonia Street in downtown Longview.

Strategic Goal 4: Create a consistent and accepted brand/image for Longview

The City of Longview, Longview Partnership, and Longview Economic Development Corporation (LEDCO) funded a branding study performed by the Northstar consulting firm in 2007. The firm developed a brand platform. Suggestions were solicited from the community leading to the "Longview, Real East Texas Living" branding strategy. All entities now use similar logos and branding.

Strategic Goal 5: Position Longview as a Retirement Center/Destination

Longview was designated as a Certified Retirement Community by the State of Texas in 2007. The Longview Partnership, LEDCO, and the City of Longview have begun marketing around the state to attract retirees to our city. The certified designation allows Longview to participate in the statewide Retire in Texas campaign.

Strategic Goal 6: Create a coordinated program that allows the city, county and public school districts and universities to provide career education to citizens so that current and future industries have a trained and qualified workforce

In 2008, Mayor Jay Dean created the Mayor's Task Force on Workforce Development to begin creating

career and training paths for students. The goal was to create a well-trained workforce for existing businesses and for businesses considering locating in Longview. In 2009, a Workforce Academy was created with career and technical training classes being offered to high school students and adults in partnership with ten area school districts, Longview Economic Development Corporation, Kilgore College, and Texas State Technical College – Marshall. Most classes are offered in the evenings, they are dual credit, and they allow students to earn credit towards a certificate or Associates Degree.

Strategic Goal 7: Pursue partnerships that facilitate language and assimilation issues for Hispanic residents

The Mayor's Task Force on Workforce Development is studying ways to ensure our Hispanic residents have opportunities for English as a Second Language training so they may enjoy expanded job choices in Longview. The East Texas Literacy Council is expanding their ESL services to the newly created Community Connections facility. The Longview Police Department developed a Citizens Police Academy in Spanish. The Race Relations Committee of Partners in Prevention continues to be active, including the creation and development of the annual MultiCultural Festival.

Strategic Goal 8: Secure a partnership to provide wireless Internet service in the City of Longview

A Wi-Fi steering committee was formed consisting of 12 members. An RFQ was drafted and issued to secure a consultant to guide us through the project. The consultant was selected by the committee, contract negotiated, and placed on the council agenda for May 24th, 2007. Around noon on May 24th, the item was pulled from the agenda by council for later possible consideration. Due to rapidly changing technology in the Wi-Fi area, multi-million dollar cost of implementing a city-wide wireless network and lack of a successful business model by Wi-Fi providers, the City of Longview as well as the majority of other municipalities nation-wide, have chosen to wait until the technology matures before expending tax-payer funds. The HPO Technology Coordination Committee is researching the feasibility of setting up a Wi-Fi hot spot in the downtown area.

[Vision 2010 Strategic Planning Initiative - 8 Strategic Goals - Final Report](#) [1](pdf/83k)

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